Beyond omnichannel with Tridion

Five headless content management success stories

RWS
Tridion

The many reasons to go headless with Tridion

Designed for omnichannel publishing, the API-first approach of headless content management[1] opens up opportunities that go well beyond what we traditionally think of as 'publishing'. A headless content management system (CMS) simplifies integration with other systems, allowing you to combine content from different repositories or use your content as input to any other system or process. Any time content needs to be used by humans or machines – manually or automatically, in physical or digital form – a headless CMS can deliver it without duplication. Typical use cases beyond classic omnichannel publishing include:

Dynamic personalization

Efficient end-to-end digital workflows

Augmented or virtual reality (AR/VR) experiences

Integrated content localization

Five success stories to explore

Across a wide variety of industries, businesses are using the Tridion intelligent content platform to realize the opportunities of headless content management and deliver on the promise of their brand. They're communicating efficiently, consistently and securely across channels – to employees and other stakeholders as well as customers. They're meeting the highest expectations for personalized, interactive and immersive experiences, and building workflows ranging from ecommerce to maintenance.

The five stories below give you a taste of how they're doing it – and why they're doing it with Tridion.

1 To learn more about what headless content management is, read our paper: Demystifying headless content management

Healthcare

Mobile app for connected, proactive care

Background

Companies in the medical device industry don't generally have direct contact with patients, but this medical device giant knew that patients would benefit more from their implants if they had better pre- and post-operative information and monitoring. So the company created a digital care management platform for hospitals and other healthcare providers to use with their surgery patients.

Why Tridion

The platform needs to deliver content through the web, a mobile app and wearable technology. It also needs to integrate with the systems of the healthcare providers subscribing to the platform, to combine their patient information and care plans with the educational and exercise content from the medical device company – and deliver back analytics, survey results and other information for effective monitoring of patient health. As a headless content platform, Tridion is the perfect content hub for pulling together unstructured and structured content from different sources, as well as delivering it to multiple end points.

Key solution features

Multiple endpoints, including an interactive app for patients that syncs with their smartwatch

Source of educational material and exercises tailored to individual patient situations

Hub for content relating to remote monitoring and care, involving analytics, surveys, messaging, telemedicine

Clinical care pathway templates

Integration with AI prediction model for recovery

Results

36% fewer patients requiring post-operative physical therapy

76% fewer patients using surgery-related emergency/urgent care

Financial Services

**Adaptable web presence
for 2,000+ financial advisers**

Beyond omnichannel with Tridion

Background

If a big part of your business is selling through partners – in this case, thousands of independent financial advisers – it's important to be able to give them good online visibility. But the traditional web CMS used by this global wealth management company wasn't up to the job. It had very limited options for personalization and required development work even for minor changes. Today, with Tridion, it's a different story.

Why Tridion

In separating content creation from delivery, headless CMSs typically move front-end template creation and management to the delivery side for greater control over how they work with each endpoint. The risk, though, is that content creators lose all control over how their content will be organized. To avoid this, Tridion lets them specify which template should be applied, and supports flexible templates that can easily be adjusted directly in Tridion by adding or removing defined content components. Tridion is also a hybrid CMS – which means it combines headless delivery with previews showing what web pages will look like – and it's a decoupled CMS, offering greater security.

Key solution features

Security aligned with financial service industry standards

Flexible page creation in the CMS, combined with template best-practices on the delivery side

Different personalization levels aligned with web maturity: basic, personal, professional

Easy sharing of company content to all partner sites simultaneously, without affecting personalized elements

Results

60-80 requests per day handled by team of 5

1 hour to create a new 'professional package' site

More targeted SEO for partners

Hospitality

Personalized, immersive booking journey

Background

A few years ago, the web experience delivered by this global hotel chain was limited, with virtually no ability to personalize content. Today, by integrating a variety of content sources with business systems – including CRM, reward programmes, food and beverage, meetings and events – the company is delivering highly personalized customer journeys in a growing number of markets through its websites and app.

Why Tridion

A headless CMS makes it easier to deliver personalized experiences because its API-first architecture makes a variety of integrations possible. Tridion comes with an advanced integration framework that makes it even easier. With localization into around 30 languages also a critical part of the hotel's strategy, it makes a big difference that Tridion can push content to translation directly and manage localized versions with ease. Beyond the advantages that come with headless architecture, Tridion also has a host of features supporting dynamic personalization of web and app content.

Key solution features

Interactive floor plans, 360° images, virtual tours with direct links to booking forms

Tailored content for different audience segments such as families or sports teams

Personalized content based on customer location and language

Results

110% increase in hotel bookings

12% increase in event conversion rates

35% increase in qualified sales opportunities

Retail

**Streamlining work for
100,000+ in-store employees**

Background

This global coffeehouse chain had an information findability problem. With some 50 million pages of information in hard-to-search repositories, in-store employees couldn't find HR information such as onboarding, benefits, training and policies, nor day-to-day information such as store layouts, marketing promotions and new recipes. And when they had an issue with the coffee-making equipment, they couldn't diagnose and fix it themselves because they couldn't reliably find the right support content. Instead, they had to phone a helpline and generally wait on the line a long time for support.

Why Tridion

The business wanted to build an effective knowledge hub for employees (and franchise partners). It had to be device-agnostic so that all information could be accessed using any mobile device in-store. The hub also had to integrate with a support ticketing system for when employees were unable to resolve an equipment issue themselves. Tridion is the ideal headless platform because, besides offering an advanced integration framework, it combines both a web CMS for building pages using content from multiple repositories, and a component CMS (CCMS) for improving the findability of policies, troubleshooting materials and other structured content.

Key solution features

QR codes on equipment that link directly to the right training and troubleshooting materials, with integrated support ticketing

Reduction of content duplication

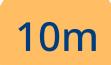Content integration across functional and technical silos

Analytics used to finetune UI, content, taxonomy, role-based personalization

Results

Overwhelmingly positive feedback and rapid uptake

10m

page views per month

Millions of dollars saved in productivity gains

Automotive

Accurate real-time information for vehicle owners and dealers

Background

This electric vehicle startup had a lot to consider when choosing a CMS. It had regulatory obligations to disclose a range of up-to-date information on public websites. It had to support dealers and service centres that often didn't have much experience with the complexities of electric vehicles. And its digital-savvy customers would expect a cohesive experience across different digital touchpoints, and a personalized experience when choosing, driving and servicing their vehicles.

Why Tridion

A headless content platform is the obvious choice if you want to avoid content duplication when publishing to diverse channels and systems, or when creating digital workflows that use existing content. The startup chose Tridion for its service information platform because it was easy to use and offered customizable role-based controls and workflows, an integration framework, and support for multilingual content (critical to future growth plans). By combining structured content management with headless content delivery, the business has optimized its processes and is delivering standout real-time experiences to dealers and customers.

Key solution features

Ability for service centres to use their own dealer management system to access the relevant vehicle information, with real-time visibility of spare parts

Support for remotely guided maintenance and repair through integration of the service information platform with the vehicle monitoring system

Publication of content without duplication to PDFs, web pages, apps, virtual assistants and in-vehicle displays

Ability to personalize service information for vehicle owners

Results

40% reduction in aftersales service consultations

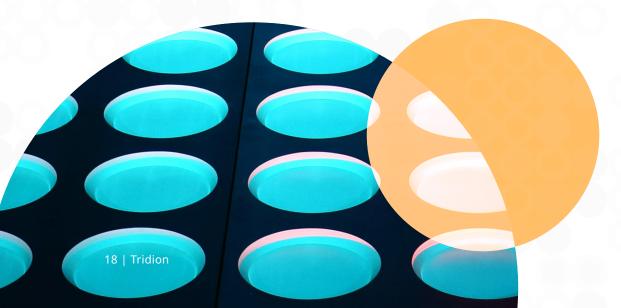**Easier compliance with information publishing regulations**

Faster repair times and just-in-time parts management

A headless CMS
has endless applications

The right headless CMS simplifies any integration involving content, enabling you to go well beyond omnichannel publishing. For example, you can use Tridion to:

Combine content from different repositories

Say your organization already uses a digital asset management (DAM) solution to organize and facilitate access to brand-approved creative assets – images, videos, logos, PDFs and similar. Tridion lets you reference these rather than copying them into the CMS, allowing you to use both systems together seamlessly. The same applies to any system that you want to use as the master source for any category of content, for example a product information management (PIM), enterprise resource planning (ERP) or knowledgebase system.

Use content as input to any process

There are many use cases where content isn't just going to be formatted and published but 'acted on' in some manner. Maybe it needs to be localized, used by an AI system such as a chatbot or virtual assistant, or transformed within an AR/VR solution. Maybe you're building an automated process for dynamic personalization or integrating content into an ecommerce or other digital workflow. Tridion lets you feed content in a standard, usable format to any other system, enabling you to build efficient end-to-end business processes involving content.

The results speak for themselves

As we've seen, organizations in every industry are using Tridion to reinvent the way they deliver digital experiences. Whether using our headless web CMS, Tridion Sites, or our headless CCMS, Tridion Docs – or both – they're seeing stunning results. Talk to us to join them.

Tridion takes you further with headless content management

Talk to us | Learn more

About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: **www.rws.com**